

*Presented by the Branch Brook Park Alliance; Essex County Department of Parks, Recreation, and Cultural Affairs; James W. Treffinger, Essex County Executive; and the Essex County Board of Chosen Freeholders.*

# Branch Brook Park To Undergo Environmental Study

*As part of 26th Annual Cherry Blossom Festival*

**WHAT:** Join business, community, and nonprofit leaders as they celebrate the Park's collection of more than 2,700 Japanese cherry blossom trees at its 26th Annual Cherry Blossom Festival. The Branch Brook Park Alliance will announce the start of a comprehensive landscape assessment of the Park's environmental systems, as well as other ongoing revitalization projects.

**WHO:** Patricia E. Ryan, co-chair, Branch Brook Park Alliance  
Barbara Bell Coleman, co-chair, Branch Brook Park Alliance  
Sharpe James, mayor, The City of Newark  
James W. Treffinger, county executive, Essex County, New Jersey

**WHEN:** Wednesday, April 17, 2002 at 11:00 a.m.

**WHERE:** Branch Brook Park Visitors Center  
Branch Brook Park  
Newark, New Jersey 07102  
(Parking available)

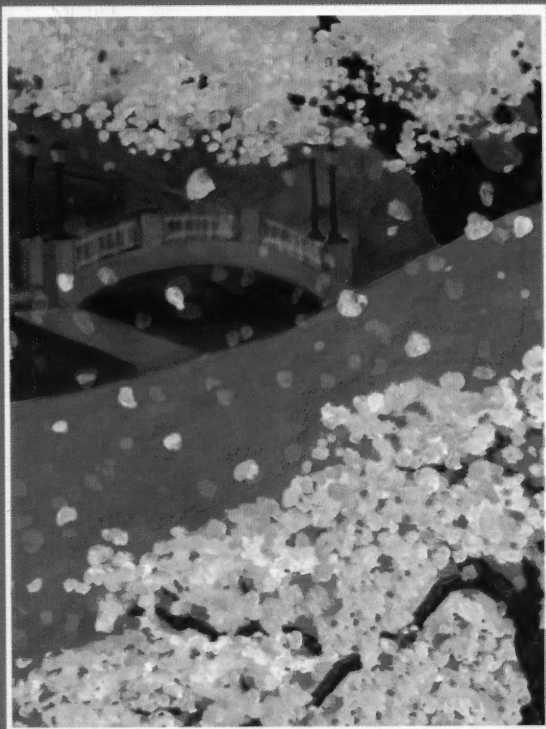
**FOR MORE INFORMATION:**  
Harold Banks  
973-802-8974

## **BACKGROUND:**

The Branch Brook Park Alliance, formed in 1999, is a group of individuals and organizations -- including the City of Newark -- that came together to work cooperatively with the Essex County Department of Parks, Recreation and Cultural Affairs to help restore, renew, and assist in the maintenance of the Park for the enjoyment of Essex County residents and visitors from around the world. The Alliance's goal is to raise public awareness and support rehabilitation of Branch Brook Park to ensure that its historic Olmsted Brothers' landscape design endures well into the new millennium. For additional Festival information, please visit [www.branchbrookpark.org](http://www.branchbrookpark.org)

25TH ANNIVERSARY

# Cherry Blossom Festival



**April 8–22, 2001**

Essex County's Branch Brook Park  
Newark, New Jersey

*Presented by The Branch Brook Park Alliance  
and The Essex County Department of Parks,  
Recreation & Cultural Affairs*

*For more information, please call (973) 643-1611*



# **FREE** *Family & Cultural Activities throughout the Festival!*

## **Sunday, April 8**

### **Opening Day — 11 a.m. to 5 p.m.**

The Festival kicks off with a visit from Japan's Cherry Blossom Queen followed by a variety of Japanese cultural activities and demonstrations including origami, flower arranging, martial arts, calligraphy, bonsai and traditional dance and music. Other activities include horse and carriage rides, an arts and crafts show, an antique car show, caricatures, balloon sculpting and face painting. Hands-on children's arts and crafts activities presented by the Greater Newark Conservancy will be ongoing throughout the day. *Branch Brook Park Visitors Center*

## **Friday, April 20**

### **Concert in the Park — 5 to 10 p.m.**

This once-in-a-lifetime event includes a guided bus tour of Branch Brook Park, a "Taste of Newark" cocktail reception featuring culinary delights prepared by Newark dining spots, and unbelievable entertainment. Scheduled to appear:

- *Joe Piscopo starring in a Tribute to Frank Sinatra*
- *The New Jersey Pops Orchestra*
- *Opening Act: Houston Person and Etta Jones*

Tickets for this fund-raising event are \$1,000, \$500 and \$250. All proceeds will benefit the Branch Brook Park Alliance. *Branch Brook Park Roller Rink*

For ticket information, please call (973) 643-1611.

## **Saturday, April 21**

### **Morning Lecture & Continental Breakfast— 8:30 to 9:30 a.m.**

"Celebrating the Landscape's Continuum," presented by James Lecky, park historian and Director of the Delaware College of Art & Design. *Branch Brook Park Roller Rink*

## **Saturday, April 21 (continued)**

### **Community Day — 10 a.m. to 4 p.m.**

A full day of family fun, entertainment and activities including Japanese swordsmanship, martial arts and Tai Chi demonstrations performed by Toro Dojo of Kearny, the lively sounds of Swing Renaissance Orchestra, an exciting and educational performance by NJ Transit's "Cool Cat" Safety Mascot, and the melodies of St. Vincent's Glee Club. Local Newark youth arts and crafts will be available from Kids in Business and Studioworks, along with origami, face painting, kite-making, caricatures, and much more! *The Star-Ledger* Photo Contest winners will also be announced. *Branch Brook Park Roller Rink*

### **Talent Competition — 4 to 7 p.m.**

Featuring the very best in local talent competing for a top prize of \$3,000. Nine diverse and exciting groups and individuals will go head to head, with a team of experienced judges choosing the "best of the best." Seating is limited, so please arrive early.  
*Branch Brook Park Roller Rink*

## **Sunday, April 22**

### **2001 Cherry Blossom Run — 9 a.m. to Noon**

The 2001 Cherry Blossom Run, sponsored by Horizon Blue Cross Blue Shield of New Jersey, features a Children's Fun Run at 9 a.m., a 10K Run at 10 a.m. and a Disabled Run at 10:10 a.m. Runners from around the state will enjoy the scenic route through historic Branch Brook Park. For more information or to obtain an application, please call 973-268-3500. *Branch Brook Park Visitors Center*

### **Japanese Kite Making**

#### **Three Sessions — 1, 2, and 3 p.m.**

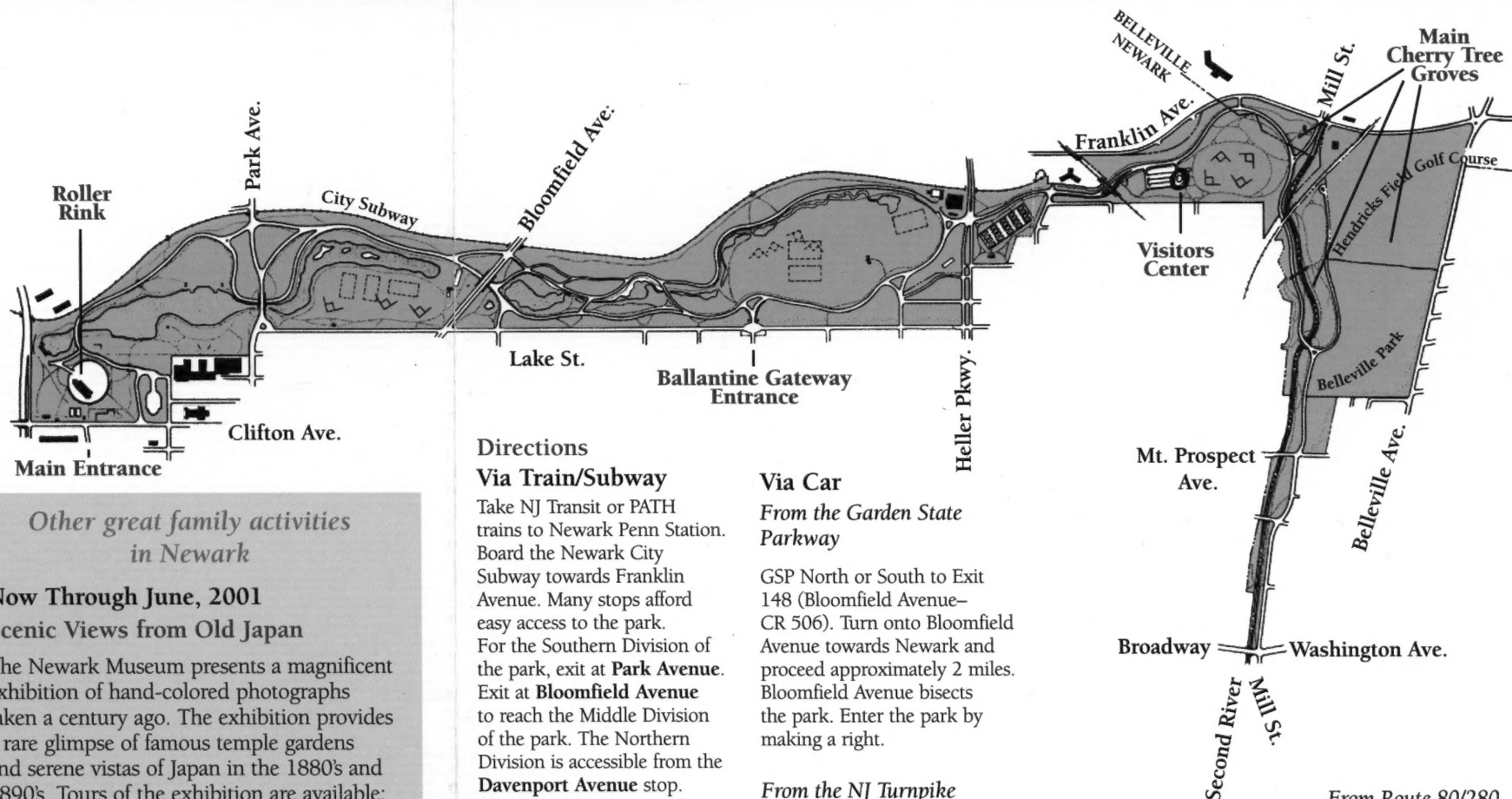
Traditional Japanese kite-making workshop.  
*The Newark Museum*

### **Soh Daiko Performing Arts Group — 2 p.m.**

Experience an exciting performance by the East Coast's first taiko group. Their repertoire includes traditional, interpretive and original selections of Japanese music in the Shinto tradition. In addition to extraordinary percussion, the group incorporates instruments such as bamboo flute, brass bells, conch shells and gongs. More than just music, the performance includes visual elements of movement and choreography.  
*The Newark Museum*



# Essex County's Branch Brook Park • Newark, New Jersey



## Other great family activities in Newark

### Now Through June, 2001 Scenic Views from Old Japan

The Newark Museum presents a magnificent exhibition of hand-colored photographs taken a century ago. The exhibition provides a rare glimpse of famous temple gardens and serene vistas of Japan in the 1880's and 1890's. Tours of the exhibition are available: Wednesday–Sunday 1:00 to 4:00 p.m.

### Ongoing The Asian Collection

The Newark Museum's extensive permanent exhibition of thousands of Japanese objects, paintings and sculptures, including an 18<sup>th</sup> century Buddhist shrine and a 17<sup>th</sup> century silk portrait.

The Newark Museum is located at 49 Washington Street in Newark, and the hours are: Wednesday - Sunday 12:00 noon to 5:00 p.m.; evening hours on Thursday until 8:30 p.m. For more information, call the museum at (800) 7MUSEUM.

## Directions

### Via Train/Subway

Take NJ Transit or PATH trains to Newark Penn Station. Board the Newark City Subway towards Franklin Avenue. Many stops afford easy access to the park. For the Southern Division of the park, exit at **Park Avenue**. Exit at **Bloomfield Avenue** to reach the Middle Division of the park. The Northern Division is accessible from the **Davenport Avenue** stop. The **Heller Parkway** and **Franklin Avenue** stops leave you at the entrance to the Extension Division.

### Via Bus

A variety of bus routes provide service to Branch Brook Park. These include NJ Transit's bus lines 11, 27, 28, 34, 72, 74, 90, 92, 94, 96, 99 and 108.

### Via Car

#### From the Garden State Parkway

GSP North or South to Exit 148 (Bloomfield Avenue—CR 506). Turn onto Bloomfield Avenue towards Newark and proceed approximately 2 miles. Bloomfield Avenue bisects the park. Enter the park by making a right.

#### From the NJ Turnpike

(Philadelphia, NYC, and points North)

New Jersey Turnpike North or South to Exit 15W (Route 280). Take Route 280 West approximately 3.5 miles to Exit 15 (Broad Street/MLK Blvd). Make a left onto State Street. Make next right onto Dr. Martin Luther King Blvd. \*Proceed approximately 1/2 mile and bear left onto Bloomfield Avenue. Proceed 1/2 mile to Lake Street. Enter the park by making a right onto Lake Street and a left at the first light.

#### From Route 78

(Allentown, PA, and points West)

Take I-78 East to Exit 52 (Garden State Parkway North). Proceed approximately 3.5 miles to Exit 145 (Route 280). Get onto Route 280 East and proceed approximately 1.5 miles to Exit 14A (ML King Blvd.). Turn left onto Dr. Martin Luther King Blvd. And proceed as from the NJ Turnpike.\*

#### From Route 80/280 (Dover, NJ, and points Northwest)

From I-80 East, Take Exit 47A (Route 280). Take Route 280 East approximately 13 miles to Exit 14A (ML King Blvd.). Turn left onto Dr. Martin Luther King Blvd. And proceed as from the NJ Turnpike.\*

# Branch Brook Park Alliance

## MEMBERSHIP APPLICATION

*Support  
Branch Brook Park all year long.  
Join today!*

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

☐ Individual (\$10)

☐ Family (\$25)

☐ *Murphy* level (\$50+)

☐ *Heller* level (\$100+)

☐ *Ballantine* level (\$250+)

☐ *Clark* level (\$500+)

☐ *Bamberger Fuld* level (\$1,000+)

☐ *Frelinghuysen* level (\$2,500+)

☐ *Olmsted* level (\$5,000+)

**Please make checks payable to:**

"Branch Brook Park Alliance"

**and send to:**

Connection-Newark, Inc.

744 Broad Street, 31st Floor

Newark, NJ 07102

For more information, please call (973) 643-1611.

# THANK YOU TO ALL WHO HAVE MADE THIS FESTIVAL POSSIBLE

## FESTIVAL PARTICIPANTS

Bobby Wells Trio  
Cherry Blossom Queen of  
Japan  
Cobu  
Debbie Hargiss  
Downtown Newark  
Restaurant & Hospitality  
Association  
Hannah Lieberman  
Horizon Entertainment  
Houston Person & Etta Jones  
Ikenobo Ikebana Society of  
New Jersey  
Joe Piscopo  
Kampo Cultural Center  
Kids In Business  
New Jersey Bonsai  
New Jersey Pops  
New York Naginata Club  
NJ Transit's "Cool Cat" Safety  
Mascot  
Origami Delights  
Soh Daiko Performing Arts  
Group  
St. Vincent Academy  
St. Vincent's Glee Club  
Studioworks, a program of  
CIS of NJ  
Swing Renaissance Orchestra  
Talent Competition Judges  
and Competitors  
The Belleville Library  
Children's Players  
The Greater Newark  
Conservancy  
The Office of Visual &  
Performing Arts, Newark  
Public Schools  
Tomofujikai  
Toro Dojo of Kearny  
Total Entertainment

NJPAC  
Palate Pleasure  
Park Avenue Club  
Prudential Advertising  
Prudential Corporate Public  
Relations  
Prudential Global Events  
Planning  
Prudential Local Initiatives  
Prudential Volunteers  
Side-Bar & Grill  
The Hillier Group  
The New Jersey Network -  
NJN  
The Newark Museum  
The Star-Ledger  
Theater Square Grill  
Tree-Tech, Inc.  
WBGO-FM/88.3/Jazz 88 -  
Newark Public Radio, Inc.  
Winning Strategies  
And our many wonderful  
volunteers!

## SPONSORS as of 4/11/01 Festival Marquee Sponsor



**Prudential**  
*Olmsted Sponsor*  
The MCJ Foundation &  
Amelior Foundation  
*Community Day Sponsor*  
MBNA America  
*Talent Competition Sponsor*  
City of Newark  
*Branch Brook Park Sponsor*  
Sony Corporation of  
America  
*Cherry Blossom Run Sponsor*  
Horizon Blue Cross Blue  
Shield of New Jersey

## IN-KIND CONTRIBUTORS

Arthur's Downtown  
Celeste Bateman & Associates  
Commerce Food Court &  
Golden Brioche Bakery  
Correct Communications  
County of Essex  
County of Essex Department  
of Parks, Recreation and  
Cultural Affairs  
Downtown Newark  
Restaurant & Hospitality  
Association  
Essex County Branch Brook  
Park Roller Rink  
Exquisite Entertainment, Inc.  
Hamilton Pub  
Iberia Restaurants  
Maize  
Mikimoto  
Newark Arts Council  
NJ Transit

## FESTIVAL PRODUCERS

County of Essex and  
Branch Brook Park Alliance  
in collaboration with:  
Celeste Bateman & Associates  
Connection-Newark, Inc.  
Correct Communications  
Essex County Sheriff's  
Department  
Exquisite Entertainment, Inc.  
Frost Lighting  
Lillian Kimura  
Nature's Daughter  
Newark Fire Department  
Newark Police Department  
Prudential Advertising  
Prudential Corporate Public  
Relations  
Prudential Global Events  
Planning  
Prudential Local Initiatives  
Winning Strategies

(please excuse any inadvertent omissions)